

ABSTRACT

The sensory attributes of cosmetic compositions are very important to form positive consumer's perception of the product. The sensory attributes can vary significantly depending on the formulation employed. In the present invention, a particularly beneficial balance of attributes was attained to create a usable viscoelastic composition that can be poured as a liquid matter, handled as a solid matter and applied to hair as a styling and conditioning product. This composition comprises a unique blend of ingredients in an aqueous medium which achieves the desired results.